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NEWSPAPER

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The Weekly Newspaper of the Food-Service Industry

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Wage plan roils Washington state

Restaurateurs deal for tip, meal credits

By Alan Liddle

OLYMPIA, Wash. — Stuck on the sidelines as partisan lawmakers hash out a new, higher minimum wage, Washington restaurateurs say they support a "reasonable" hike but only if they can continue using credits for tips and meals to offset pay.

Their position is akin to a lobbying strategy adopted by the National Restaurant Association in Washington, D.C., which is seeking to negate higher costs stemming from a change in Social Security rules by winning a 100-percent tip credit.

The debate here in the Pacific Northwest also parallels controversies swirling in statehouses throughout the nation. In California, for example, the Legislature is set to review a hike to $4.25 an hour.

With the Washington state Legislature scheduled to adjourn this week and action on the minimum-wage issue expected this year, the state's food-service industry will know soon enough if it wields appreciable clout with elected representatives.

Washington's hospitality industry employs about 136,000, or 9 percent of the state's work force, restaurant association officials estimated.

Neither of the minimum-wage bills that wound through the Legislature in late February contained the tip and meal "credits" the industry sought.

However, one prominent Democrat indicated her party might support such credits if Republican lawmakers sat down to negotiate other, un-

*(See **WAGE**, page 88)*

Foodmaker wins Chi-Chi's

$230M deal spawns powerful new company

By Rick Van Warner

SAN DIEGO — In a move that may ignite expansion for both companies, Foodmaker Inc. has agreed to buy Chi-Chi's Inc. for $230 million in cash.

Paving the way for an eastward thrust of Foodmaker's 900-unit Jack-in-the-box chain and a Western penetration of the 200-unit Chi-Chi's Mexican dinner house chain, the deal sires a potent new company.

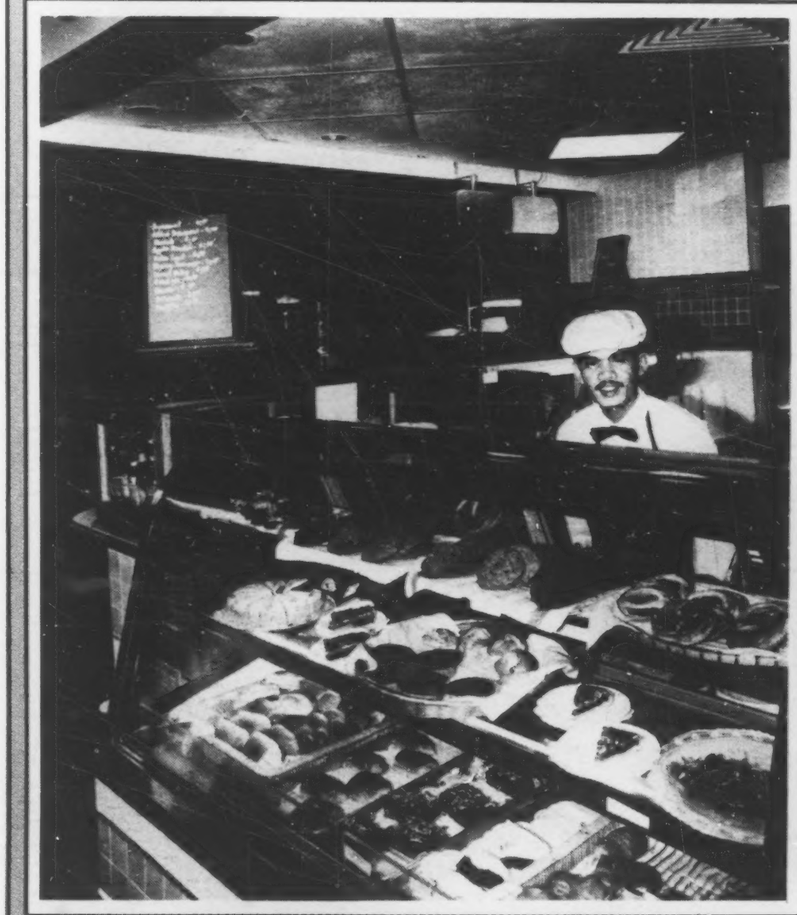
Foodmaker's surprise $10.15-per-share offer, which has been accepted by Chi-Chi's board, tops a California leveraged buyout firm's bid for $9.25 per share plus stock. Chi-Chi's, which has been revived by recent turnaround efforts, had been dodging takeover bids for months while it shopped for an attractive offer.

Chi-Chi's Inc.
Louisville, Ky.
Chairman, ceo: Hal Smith
Operations: 200 Chi-Chi's Mexican dinner houses; three Papanadas Southwestern Border Cafes; two El Pronto express units; one Sharkey's Oyster Bar & Grill seafood restaurant.
Earnings: $6.7 million, up 45% for six months ended Oct. 31.
Revenues: $144.5 million, down 5% for six months ended Oct. 31. (Results include disposal of 21 unprofitable restaurants.)

Meanwhile, Carlyle Investors, Chi-Chi's largest shareholder and previously a persistent suitor of the company, said it supports the move. Carlyle had most recently been backing the LBO firm, after bowing to that company's higher bid.

Chi-Chi's, once the rising star of the Mexican restaurant segment, had fallen on hard times in recent years as a result of overzealous expansion and a decline in liquor con-

*(See **FOODMAKER**, page 88)*



NRN Photo

Fresh Express bakery worker shows off the baked goods.

Marriott starts Fresh with airport concept

By Alan Liddle

SAN FRANCISCO — Host International has pumped up sales 25 percent at a once tired airport cafeteria here by transforming it into a slick food court where the use of fresh ingredients is heavily merchandised.

The seven-month-old, 200-seat Fresh Express Cafe at San Francisco International Airport is one of five such units now operated by Host, which indicated it might open three more this year. The other Fresh Express Cafes, also cafeteria conversions, are located in Las Vegas, Nev.; Seattle; Honolulu; and Newark, N.J.

Converting a cafeteria into a Fresh Express entails replacing the service line with several display cases and a series of modular food preparation stations. Stainless steel

*(See **FRESH**, page 88)*

FOOD WATCH

Rabbit food

CHICAGO — While rabbit may not be the most popular dish around Easter time, it is offered at several restaurants here, especially during the cold months.

Braised rabbit on turnip and potato pancake is the preparation currently featured at the 95th, operated by the Fine Dining Division of ARA Services. The menu changes seasonally at that American cuisine restaurant.

At Toulouse, a Gold Coast restaurant and piano bar owned by Bob Djahanguiri, rabbit frequently shows up as a daily special, either with fresh basil, peppercorns, garlic, and natural juices or with a grain mustard sauce and fresh egg fettuccine.

Monique Hooker bones the rabbit, stuffs it with sweetbreads, and prunes and accompanies it with a port sauce at Monique's, a bistro noted for game dishes. "It's very popular," Hooker said. "We always do something with rabbit." —Carolyn Walkup

All EARs: NRN honors radio ads

MUFSO '88

NEW YORK — Nation's Restaurant News has signed an exclusive agreement with the Internet Radio Networks for an Excellence in Advertising on Radio (EAR) awards program.

Details on the contest, which will give special recognition to leading food-service chain radio advertisements in various categories, will be outlined in a future issue of Nation's Restaurant News.

The radio awards will parallel NRN's third annual Excellence in Advertising on Television (EAT) awards program, which is co-sponsored by the Television Bureau of Advertising.

All the EAT and EAR awards will be featured and presented at NRN's 29th annual Multi-Unit Food Service Operators (MUFSO) conference, to be held in the Washington, D.C., Hilton Oct. 2-5.

Preliminary details on the conference are available from NRN's MUFSO coordinator, Chris Hernandez, at (212) 371-9400, Ext. 282 or 283.

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NEWS DIGEST

Edelman sells Ponderosa in deal with Metromedia

DAYTON, Ohio — A year after acquiring Ponderosa for $278 million, corporate raider Asher Edelman has sold the 680-unit steak house chain to Metromedia, the New York telecommunications giant. Terms were not disclosed.

Metromedia said it anticipates "working with the proven management team already in place" at Ponderosa. Several executives, led by Pizza Hut veteran Frank Holdraker, assumed their posts under Edelman's ownership.

Metromedia said it had signed a definitive agreement to buy Ponderosa because of the chain's expansion potential.

Hardee's, Spartan rework franchising agreement

SPARTANBURG, N.C. — Hardee's is close to signing a deal that would permit its 400-unit franchisee here, Spartan Food Systems, to open additional units both within and outside its current franchise territory, according to Spartan's parent, TW Services of New York.

The contract could give Hardee's a foothold on the West Coast since TW also operates Denny's and Winchell's Donuts, two ailing chains with many weak units in California. It was not clear whether Spartan's pending deal with Hardee's would permit conversion of Denny's and Winchell's stores to Hardee's units.

One of the points addressed in Hardee's negotiations with Spartan is the expansion of Spartan's own hamburger chain, the seven-unit Pryde's system, TW chairman Frank Salizzoni revealed. He declined to say whether the deal would prohibit the opening of additional Pryde's drive-thru units.

San Francisco union vows to act against restaurants

SAN FRANCISCO — Frustrated in efforts to renew more than 170 contracts with restaurants and clubs, union officials here have vowed to hit the holdouts with a series of job actions ranging from sit-ins to strikes.

So far, just 21 restaurants and clubs out of 200 with expired contracts have renewed the three-year pacts. Union officials say the biggest point of contention is medical coverage.

Hotel Employees & Restaurant Employees Union Local 2, under different leadership, struck San Francisco restaurants in 1984.

Spillman plans end run in Winner takeover try

BRENTWOOD, Tenn. — Francis Spillman, unable to win the support of Winners Corp. management for his plan to acquire the fast feeder, has alerted the government that he plans to negotiate directly with shareholders.

Noting that he has yet to receive Winners' response to his $4.25-per-share January bid, Spillman told authorities that direct contact with shareholders might be "necessary and desirable."

Winners operates the Mrs. Winner's Chicken & Biscuits chain.

Shoney's South execs join with Citicorp to draft bid

MEMPHIS — Stymied in a previous takeover attempt, executives of Shoney's South, a 170-unit Shoney's franchisee, have joined with two subsidiaries of Citicorp to prepare a bid for the coffee shop operator.

The Shoney's South management group includes chairman J.H. Prentiss, treasurer D.A. Reeve, vice president L.R. Walker, and director J.M. Bodnar. In January they tendered a $12.25-per-share offer for Shoney's South, but were soon outbid by Tennessee Restaurant Co., parent of Perkins Family Restaurants. Shoney's South has yet to respond to Tennessee's $13-a-share offer.

Carter succeeds Orr at Village Inn helm

DENVER — James Carter has been named president of Vicorp's 271-unit Village Inn coffee-shop chain, replacing James Orr, who has left the company.

Vicorp, which also operates the 200-unit Baker's Square chain, would not elaborate.

Weak dollar could lift prices of food-service equipment

MIAMI — Recent sharp rises in the costs of imported copper and steel could drive up the price of food-service equipment, according to manufacturers gathered here.

Suppliers attending the annual meeting of the National Association of Food Equipment Manufacturers here said the costs of those raw materials have recently jumped by as much as 20 percent. Much of the U.S. metal supply has been imported and thus affected by the weakness of the U.S. dollar abroad.

Adtrack: McD's gains in awareness

By Marilyn Alva

Of the top fast-food advertisers, only McDonald's gained in top-of-mind consumer awareness in the latest Nation's Restaurant News Adtrack poll.

Burger King, Wendy's International, and Hardee's all lost awareness points in the poll, which was conducted by SRI Research Center of Lincoln, Neb.

McDonald's scored a commanding 44 percent in unaided advertising awareness recall, a 1-percentage point increase from the prior-month figure.

Meanwhile, Burger King and Hardee's each lost 1 percentage point, for much smaller 13-percent and 4-percent recall levels, respectively, while Wendy's International lost 2 percentage points for a 6-percent score.

The NRN Adtrack poll asked a random sample of 1,000 adults across the country, "Of all the fast-food restaurant advertising that you have read, seen, or heard in the last month, what advertising first comes to mind?"

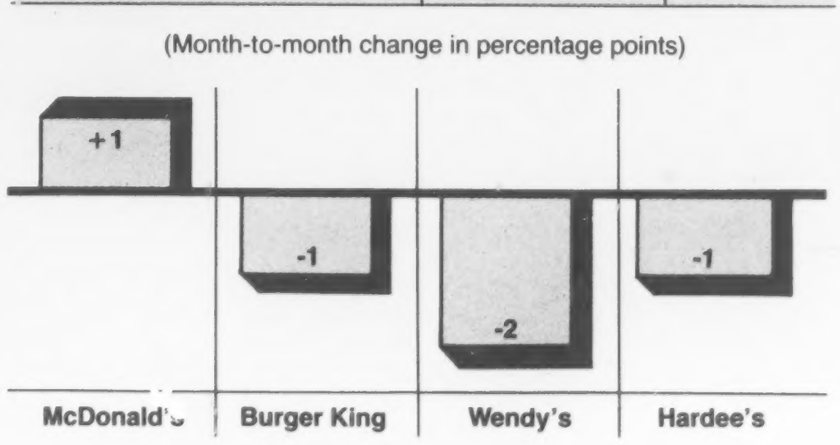
Jack in the Box and Taco Bell garnered 2-percent scores, while Pizza Hut, Arby's, and Kentucky Fried Chicken had 1 percent.

'WHAT FAST-FOOD ADVERTISING FIRST COMES TO MIND?'

(Top-of-mind awareness rating, in percent)

	Latest month	Prior month
McDonald's	44%	43%
Burger King	13	14
Wendy's International	6	8
Hardee's	4	5
Jack in the Box	2	1
Taco Bell	2	2

(Month-to-month change in percentage points)



Source: NRN Adtrack, SRI Research Center, Lincoln, Neb.

D.C. group plans J. Paul's clone in Atlanta

By Jack Hayes

ATLANTA — The operator of J. Paul's, an acclaimed Washington, D.C., restaurant, is planning its second unit here.

Capital Management Development Corp., the Washington-based group that operates four Georgetown restaurants, will open a Southern version of its J. Paul's dining saloon in the nearly completed 1 Buckhead Plaza tower on May 1.

The 20-story office structure, in the center of Atlanta's uptown district, is the site where the Buckhead Restaurant Group may open a second Pano's & Paul's this summer.

Barry Silverman, co-founder of J. Paul's and director of restaurant operations for CMDC, said the group expects to gross $4 million in the Atlanta location—its first expansion to an outside market. CMDC also operates Georgetown Seafood Grill, The River Club, and Paolo's, all in Washington.

Atlanta's 6,000-square-foot, 165-seat J. Paul's will essentially be a clone of the 5-year-old Georgetown unit, Silverman added. The restaurant will serve "100 percent American" business lunches and dinners, and Silverman expects a late-night bar clientele of upscale singles.

"The demographics are perfect," he said.

J. Paul's Washington menu leans toward salads, seafood, and pasta. Two of its strongest entrées are home-smoked loin back ribs at $11.95 and fresh swordfish at $12.95.

Nevertheless, Silverman wonders if the Georgetown menu—praised by Esquire, Playboy, and Washingtonian—will find a home in Atlanta. "It may not travel well," he admitted. But The Washington Post rated J. Paul's appetizers the 'best tasting in the city,' Silverman said. Its burgers, crab cakes, and roast-beef sandwich also have been commended.

Market observers expect J. Paul's to be an immediate success. "It's an old-time saloon with a college-bar kind of feel," one said.

"Being only a stone's throw from hot Buckhead properties like Otto's, Peachtree Cafe, and East Village Grill, it should work well," another said.

Silverman said Buckhead Plaza's developer, Taylor & Mathis, initiated talks that led to the Atlanta move. "Mark Taylor made the invitation personally after several visits," he disclosed. "They wanted a Georgetown-type saloon, and we were it," Silverman said.

NRN Photo

The future site of J. Paul's in Atlanta.

Second Pano's & Paul's mulled

ATLANTA — Buckhead Restaurant Group, which operates four successful white-tablecloth properties in this market, may open its second Pano's & Paul's at a brand-new office complex this summer.

Buckhead Plaza is the site Capital Management Development Corp., which is based in Washington D.C., is set to open a clone of J. Paul's, the 5-year-old Georgetown dining saloon, on May 1.

Pano Karatassos, president of the group that owns Pano's & Paul's, as well as The Fish Market, Capriccio, 103 West, and a new hybrid cafe venture called Buckhead Diner, confirmed discussions were under way with Taylor & Mathis, the Buckhead Plaza's developer.

However, Karatassos said key items must be resolved before a lease is signed.

Market observers polled by Nation's Restaurant News were enthusiastic about the prospect of a Pano's & Paul's in the center of uptown Buckhead.

Only one observer saw a problem with remote rear deck parking at Buckhead Plaza.

Others call the location perfect for the next Buckhead Restaurant Group facility. "Pano's & Paul's will prosper no matter where is opens," one said.

Ex-grocery exec rips supermarkets

SAN FRANCISCO — Eugene Hoffman, former Super Valu Wholesale Foods president, has called "the failure" of supermarkets to offset the emergence of the $62 billion fast-food industry "the strategic blunder of the 20th century." He indicated that supermarkets should have diversified into fast food years ago and not let McDonald's and others "run away with the game."

Blaming the "lackluster supermarket mentality" of grocery distributors for the problem, Hoffman urged supermarkets to go after the fast-food take-out market with a vengeance. He spoke at the National Grocers Association convention held here last month.

Sports Rock Cafe debuts

(Continued from page 3)

and international scale within two years.

In the new club Killeen has blended elements of rock 'n' roll—a polished dance floor and a stage for visiting performers like female vocalist Taylor Dane—to create something of a hybrid among the sports bars now blossoming nationwide.

Sports Rock Cafe membership cards—bronze at $25, silver at $75, and gold at $150—entitle their holders to various levels of club privilege. Gold card members, for example, enjoy free valet parking and entry to the Stadium Club, a glassed-in VIP-type lounge overlooking the night club's Main Arena, where dancing and most of the mixing takes place.

The club's extravagant sports theme interior is designed in three sections, including the Main Arena, Stadium Club, and The Cafe, a glass-enclosed 84-seat restaurant serving lunch, dinner, late-night breakfast, and Sunday brunch. The Cafe, with its own entry, spills onto an 88-seat outside patio dining deck called The 19th Hole. Inside The Cafe is the 24-seat Heisman Room, which may be reserved for white-tablecloth privacy.

Two menus labeled Dinner (30 items) and Cafe (16 items) tie in with the sports theme and feature appetizers like Super Bowl of Chili, Detroit Red Wings, and Sacrifice Fries. The abbreviated Cafe menu is found throughout the Main Arena on round table tops painted to resemble golf balls, soccer balls, basketballs, and baseballs.

Of 12 dinner entrées, eight are beef—including a 20-ounce T-bone steak called Major League at $15.95. As chef Bruce Krasnoff explained, "It'll knock a lot of people out." Other beef items include MVP, a 9-ounce filet mignon at $12.95, and a 14-ounce New York strip called Heavyweight at $13.95. All entrées come with stuffed—"couch"— potato.

Killeen said beef was emphasized because it appeals to the male diner, but more salads will be introduced for softness—to address what he called an overwhelming female reaction. "Seventy percent of our diners on opening night were women," he observed.

Three bars service the Main Arena, whose energy focus is a giant, suspended scoreboard with four stadium-size video screens visible from every corner. Twelve other monitors hang elsewhere in the club. "There are sports bars, and there are sports bars," Killeen challenged.

"Some—Ditka's and Champion's, for example—are very good," he added. "Most others are unsophisticated. Ours is the Rolls-Royce, the one-two knockout punch, the local neighborhood bar gone Hollywood."

Sports Rock Cafe's week-long opening featured, in addition to Taylor Dane, macho celebrities like boxers Sugar Ray Leonard and Evander Holyfield. Racer Mario Andretti is scheduled to appear early this month.

EDITOR'S NOTE

"Eating with a pro—Or how not to enjoy a good meal," Page F28, Feb. 15, was not intended for publication. We regret any embarrassment it may have caused Zeus Goldberg, director of merchandising at Restaurant Associates, New York, and Shelly Fireman, owner of Fiorello and Fiorella restaurants, New York.

CORRECTIONS

"Operators beware: New FICA tax bites," Page 1, Feb. 15, misidentified Ted Balestreri as chief of the National Restaurant Association. In fact, he is a past president.

Delmore seals deal on Bonanza units

COLUMBUS, Ohio — James Delmore has obtained the franchising rights for Bonanza restaurants here and in a 15-county area of central and southern Ohio.

Delmore, president of the Ohio Restaurant Corp., Portsmouth, Ohio, previously held the franchising rights for some areas of southern Ohio. But the new deal with Dallas-based Bonanza franchisor USA Cafes gives him far more expansion opportunities.

Delmore's company also operates the food-service facilities at Shawnee State University and a restaurant in a Portsmouth department store.

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Info 88 conference for independents

The 160 restaurateurs attending the 3-day conference at the Fountainbleau Hilton receive Laventhol & Horwath partner Patterson's forecast for trends of the future

By Joe Edwards

MIAMI BEACH — Old-fashioned diners, Caribbean food, brew pub-restaurants, tapas, and gourmet pizzas are several concepts that are "particularly appealing" in food service's near future, according to Robert T. Patterson, managing partner of the Los Angeles office of Laventhol & Horwath.

Speaking at Info 88, a conference for independents sponsored by the Educational Foundation of the National Restaurant Association and Restaurant Management magazine, Patterson said diners—such as Ed Debevic's Short Orders/Deluxe based in Chicago and Johnny Angel's in Houston—offer consumers strong price-value perceptions and "a colorful experience."

The 160 independent restaurateurs attending the three-day conference at the Fontainebleau Hilton Resort here heard guest speakers address a variety of topics, including service, restaurant design, management styles, seafood purchasing, catering, menu marketing, hiring, seasonal operations, family businesses, turnaround strategies, and expansion.

Patterson said Caribbean food would continue to grow in popularity as large numbers of Americans take cruises and are exposed to the "intense flavors" of island foods. Caribbean restaurants have been sprouting up in New York, Los Angeles, Washington, Miami, and other American cities.

Patterson said he also sees operators sharing sites or parts of sites—a parking lot, perhaps—and a growing consumer demand for unique products and foods that have strong, intense flavors. Restaurateurs will help themselves by taking advantage of shifting demographics by switching to a family orientation, catering to older consumers, toning down music, and offering lower prices and smaller portions.

"Patterson said one should "treat customers like a king" by making them feel comfortable and special and by offering them a unique experience.

Restaurants have been posting moderate real sales growth for the last five years, following three years of flat sales from 1979 to 1981, Patterson said. In 1982 real sales were up 2 percent; in 1983, they rose 2.7 percent; in 1984, 4.7 percent; in 1985, 2.5 percent; and in 1986, 3.2 percent.

Profits, he added, "have been surprisingly resilient. It's amazing we're still making in the 4-percent-to-5-percent range in pretax profits."

When one considers what's happened with sales, "the profit picture looks pretty good," Patterson said. The year 1986 provided "a ray of sunshine" for operators; pretax income was 11 percent of total sales for food-only restaurants and 4.3 percent of sales for restaurants serving food and beverage.

Patterson does not foresee a repeat of the big sales increases that characterized food service in the 1970s, when real sales growth year-to-year ranged from 5.3 percent in 1972 and 6.2 percent in 1973 to 6 percent in 1976 and 5.1 percent in 1977.

Sales in those years were being driven by several factors, including a growing number of multiple-income families, which boosted lunch sales, and the emergence of several "under-exploited dayparts"—breakfast at the time was the almost exclusive domain of the coffee shop segment.

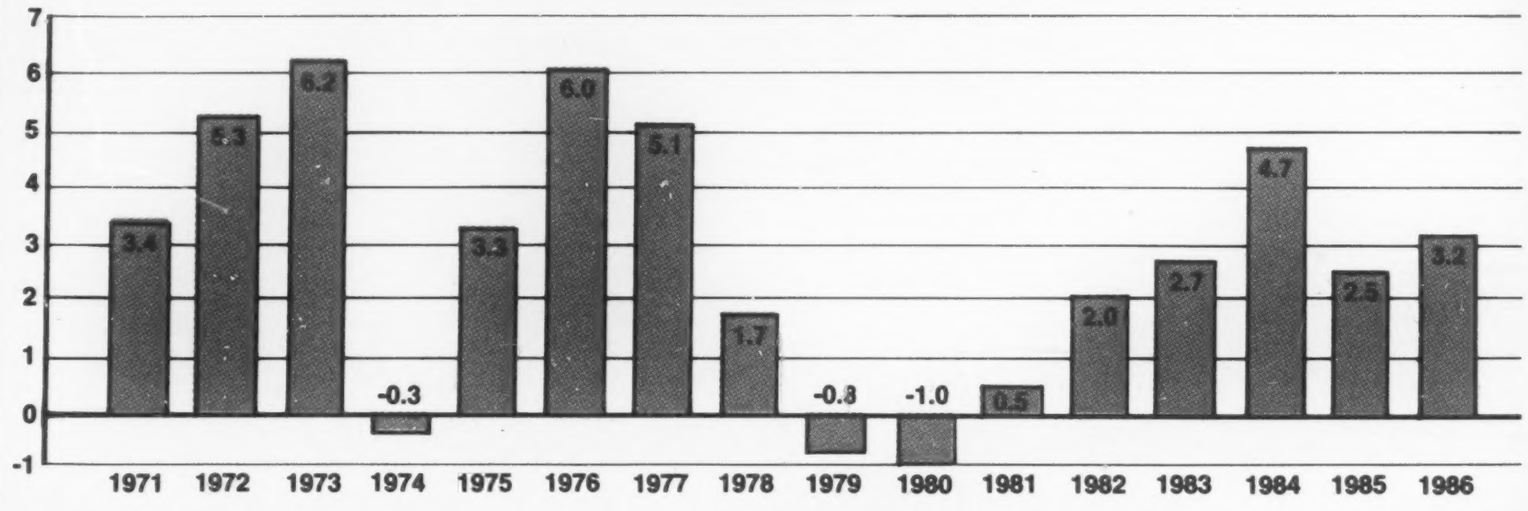
"I don't know what's left," Patterson said.

Restaurateurs can look forward this year to an influx of foreign visitors attracted by favorable exchange rates and American tourists forsaking European vacations because of the dollar's weakness in relation to foreign currencies. "I think what we'll see is a lot more Americans staying home and spending their vacation dollars here," Patterson said.

Patterson cautioned operators to think twice before raising prices. "We're dealing with very price-sensitive consumers," he said, pointing out that in 1978-1980, McDonald's responded to inflation with big menu price increases. The strategy backfired—even though McDonald's menu prices were raised 11 percent in 1978, 12 percent in 1979, and 11 percent in 1980, average real store sales were off 4 percent, 5 percent, and 5 percent in those three years, Patterson said.

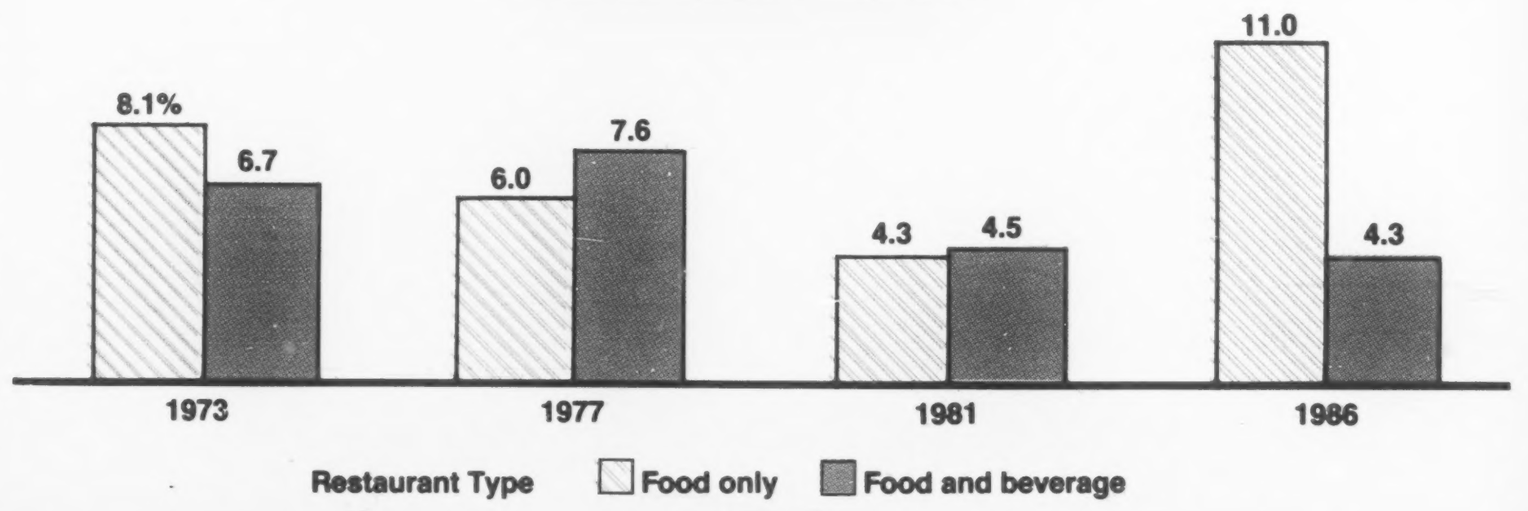
He also said it is becoming increasingly difficult for independent restaurateurs to enter niches that are chain dominated. "It's not as easy as hitting them where they ain't," he declared.

COMMERICAL FEEDING GROUP
GROWTH IN TOTAL SALES (CONSTANT DOLLARS)
1971-1986



Source: Laventhol & Horwath, Philadelphia

INCOME BEFORE INCOME TAXES
RATIO TO TOTAL SALES



Source: Laventhol & Horwath, Philadelphia

NRN Photo

Debbie Apoldo of the NRA's Education Foundation speaks at Info 88.

MCDONALD'S REAL SALES
(per store relative to menu prices)

Year	Change in average real sales per store	Average change in menu prices
1977	+7%	+ 3%
1978	−4	+11
1979	−5	+12
1980	−5	+11
1981	0	+ 8
1982	+1	+ 3
1983	+2	+ 3
1984	+7	0
1985	+1	+ 4
1986	−2	+ 5
1987 (est.)	+3	+ 5

Source: Laventhol & Horwath, Philadelphia

Will drink limits hurt bar sales?

A survey of more than 200 servers in 35 restaurants around the country indicates the answer is no. Only 14 percent believe sales will fall if the house puts a limit of five drinks per customer in two hours into effect.

The Restaurant Hospitality Insititute reports that 71 percent either agree or strongly agree that such limits would have no effect.

Hotel-beverage-per-room sales are flat

A new study by Purdue University concluded that while the number of hotel rooms has shown a modest 5-percent gain and one of 2 percent in guest counts, beverage sales per occupied room went flat over the past two years.

The survey disclosed that:

(1) Sixty-seven percent of the respondents reported a decrease in the volume of alcohol sold.

(2) Sixty-two percent said non-alcoholic beverages sales went up 5 percent to 10 percentthis past year.

(3) Fifty-five percent predicted increasing emphasis on non-alcoholic beverage promotions in the year ahead.

(4) Thirty-eight percent have increased drink prices to compensate for declines in the consumption of spirits.

Baby boomers like soda best

Baby boomers may be getting on in age. But they still put the fizz in soda sales, a recent study by Beverage Industry magazine concludes. Nearly 6 in 10 of today's 23-to-44-year-olds consume soda pop once or twice each day, and nearly a third drink three or more a day.

Industry experts agree the boomers are a big reason why per-capita consumption of soft drinks rocketed from 17.1 gallons in 1974 to the record-high 42.1 gallons today.

They say these levels could rise even more over the next 2 or 3 years.

EXERCISING & DRINKING

	All	Heavy Exercisers
Wine	27.0%	33.8%
Mixed Drinks	10.5	15.7
Beer	3.2	3.6

Source: American Health, Gallup survey of 1015 adults, June 1987.

Study: Health nuts drink more spirits

Heavy exercisers can forget about carrot or celery juice. When they go out to dine these days, they drink more wine, mixed drinks, and beer than does the average person. A new study by Gallup for American Health magazine also finds heavy exercisers (those who work out five or more hours a week) drink less coffee, water, soda, fruit juice, and herbal teas than the norm.

What beverage makers spend to push product

A recent analysis of 250 industries by Pensophic Systems found that makers of bottled and canned soda spend 6.5 percent of sales, or 11.7 percent of their profits, to promote and advertise their product lineup today.

That compares with 13.6 percent of sales by distilled and blender liquor makers, or a hefty 27.2 percent of profits. A typical restaurant, on the other hand, typically spends 3.8 percent of sales and 17.6 percent of profits to advertise itself to the public.

We drink twice as much tequila now

From 1976 to 1987, according to Clark Gavin Associates, tequila's share of the U.S. spirits market jumped from 1.4 percent to 2.4 percent, and it may have hit 2.6 percent last year.

The Tequila News and Information Service estimates U.S. imports of tequila climbed to 4 million cases.

Thanks to the universal appeal of the margarita and a new collection of tequila-based cocktails, the United States and Canada account for more than 90 percent of consumption of all the tequila Mexico ships abroad each year.

Who's No. 1 in imported beer?

Heineken's still king of the hill, but Mexico's Corona, which had a huge sales surge last year, won the right to brag.

According to preliminary estimates, Heineken closed 1987 with a 25-percent share of import volume, down from 29 percent a year ago.

Corona closed the gap with a 100-percent sales gain, to a 21-percent market share, up from 11 percent in 1986. At the same time, Heineken shipments fell.